

THE SEA COAST ECHO.
C. G. Moreau, Editor and Publisher.
Official Journal of The Board of Supervisors, Hancock County, Miss.
Official Journal of Board of Mayor and Aldermen City of Bay St. Louis.

To be my best, not simply for my own sake, but for the sake of the world into which, setting my best, I shall make the world more complete, I shall do my part to re-create it in the image of God. You can help your fellowmen; you must help your fellowmen, but the only way you can help them is by being the noblest and best man that it is possible for you to be.—Phillips Brooks.
The chap who is really delivering his rated horsepower seldom runs with his cut-out open.—J. J. Cole.

CONSOLIDATION OF NEWSPAPERS.

The Commercial Dispatch, published in Columbus, Miss., contains the following article in regard to the consolidation at Marion, Ohio, of the Marion Star and the Tribune. This is the old home town of the late President Harding. Commenting upon this the Commercial Dispatch says:
"Every day there are evidences bobbing up where newspapers are effecting consolidations to save their faces.
"Consolidation and co-ordination are the only things that will save the newspaper industry in the smaller communities. Towns and small cities are gradually coming to the one-paper idea. They are forced to come to it.
"The latest consolidation is at Marion, Ohio, the home of the late President Harding, who was himself a newspaper publisher. Marion is a pretty good sized city compared with Columbus and other cities in Mississippi. The Marion Star absorbed the Tribune, and is issuing only one paper in Marion.
"In announcing the consolidation the Star makes this comment: 'The modern requirements of a newspaper are too severe to permit two complete representative and dependent newspapers in a city the size of Marion.'
"The Fourth Estate, of New York, a newspaper journal, follows the foregoing statement, 'with this notice Marion joins the ever-increasing ranks of medium-sized cities with consolidated papers.'
"Mississippi is gradually coming to the idea of consolidated newspapers. 'Corinth has only one newspaper.'
"Meridian came to the one-paper idea when the Dispatch had to leave the field after losing close to a hundred thousand dollars.
"Hattiesburg a few years ago had to go to the one-paper plan.
"Natchez was forced to it years ago.
"Greenwood is doing the same thing with only one paper.
"Clarksdale, in the rich delta section, has only one paper.
"Grenada has only one paper.
"Biloxi and Gulfport found that only one paper could survive.
"Laurel, in the heart of the rich lumber country, has only one paper.
"And so the story goes on down the line. It's a question of overhead expenses. The fields in the smaller cities are not large enough and productive enough to support and maintain two separate organizations and two sets of equipment. It is simply out of the question and it has been proven in practically every field and every community in America."

COMING TO HIS AID.
The fact that corn growers in most sections of the country have fared better this season than ever before; that tobacco growers, with but few exceptions, are coming out all right, but that the wheat growers have just about broken even or gone in the hole, is now the chief topic of conversation throughout the country. The subject grew to be more than talk a couple of weeks ago when a conference was held in Chicago to provide ways and means for aiding the wheat farmers. This conference was made up of officials of the various co-operative marketing organizations of the country.
Possibly a good many local readers did not follow closely the result of the conference, so they will be interested in knowing that it was decided to go into six of the largest wheat growing states and form marketing organizations among the growers. These will endeavor to apply the same rule to next year's wheat crop as have been so successfully applied by the fruit growers and the tobacco growers' associations throughout the country. We have already seen what they can do toward keeping their crops at a fair price. Now we are to have a test of the same system in the great wheat belt of this country.
The men who are going to direct the experiment are experienced and honest. And the outcome of their work will mean more to the country than any movement in recent years.
There is no solitude in nature—Bullfinch.

GOV. WHITFIELD'S VIEW.

In a recent utterance, while visiting the Gulf Coast, Governor-Elect Whitfield gave voice to expressions that, at first sight, are rather pessimistic, but nevertheless conditions to which he referred exist.

The governor-elect took occasion to refer to Mississippi's several institutions. Where the young man needs not leave home, but within its confines can qualify in any branch of industry, civil arts and economic endeavor, following his academic studies. Receiving his diploma, he then must leave the State in order to secure a position. We educate our boys and girls, said the governor, then we must send them away. Formerly it was the case of sending the boy and girl away from home to qualify and the position awaited.

This is a serious fact. Mississippi is spending millions to educate her boys and girls; to qualify its young men and women. Then they must go out of the State to earn their livelihood. Mississippi, as every session of the Legislature well proves, burdens its people with additional taxation in order to meet the prodigious expenditures and special appropriations. The latter becoming law without a thought, where revenue will be derived from to meet extra requirements and drain on the treasury. Institutions of learning, trades schools, etc., are built by the State, equipped and every advantage offered. This is well. Commendable, indeed. But should be confined within the income of the State.

The result, excessive taxation must be resorted to. The people are burdened. Corporations and manufacturing concerns, the wealth of the State affording employment to our young men and young women, are bled white through process of taxation, and expansion is not only shut out but capital, timid at all times, takes its flight—never to return. Mississippi is suffering from taxation and the idea that capital will come this way and help build in order that we may meet the burden, is not only an inconsistent theory, but incompatible with good sense and sound reasoning. We are glad to know there is a strong disposition, already expressed by members over their signature in the public press, to curb this mania of extravagant appropriations, and none will be voted unless it be shown where the revenues will be derived from.

Mississippi is soon going to be a State tax-ridden and bond-ridden. No, we do not think Governor-Elect Whitfield is pessimistic. We would rather opine that he is exhibiting forethought and in the vernacular, he is telling the fellows where to get off.

DUE FOR A RISE.

Just as we predicted shortly after the Japanese earthquake, that government is coming to America to purchase lumber and hardware for rebuilding her thousands of destroyed home and business buildings. She is even now bidding against American contractors for lumber, and there's no telling just how high it will go by next spring. It is not going to be a local proposition—the increased cost of lumber is going to be felt in every State in the Union. We fully believe that the Bay St. Louis man who contemplates building next spring would do well to let his contract now—providing he can find a contractor willing to take a chance. And the man who has hesitated about making needed repairs around his place, or building an addition to house, or barn or a new garage will find he has saved considerable money if he purchases his material now, before the tremendous orders which Japan has started to make shoot the market toward the highest point in history, as many believe will be the case.

WEATHER FORECASTS.

We see in an exchange where the men who are paid by this government to predict our weather say they hope in a short time to be able to tell the brand of it we'll have for a whole month ahead, instead of for just 24 hours in advance, as at present. These weather sharks, while in some instances no more accurate than a few of our amateur prophets around Bay St. Louis, deserve great credit for hitting the weather about three times out of four on their 24-hour predictions. Maybe they could do it at the same ratio for a full month ahead. But we don't favor the experiment. We'd rather have our forecasts in short doses and oftener. We get about 15 chances in a month to guess our weather bureau now, and the other way we'd only get twelve chances in a year. We'd soon lose interest in the greatest topic of conversation in the history of the human race—the weather. So let's stick to the 24-hour prediction.

It is time the citizen realized that enacting laws is what is heaping up the increasing burdens of taxation. When the legislature enacts several hundred new laws it creates offices, increases public pay rolls and multiplies taxes. There is almost no legislation to limit expenditures or provide new revenues without a direct tax, but nearly all laws cause expenditures or produce new revenues without a direct tax, but nearly all laws cause expenditures.

POOR BUSINESS.

The United States government was \$23,000,000 short of making its postal system pay during the last fiscal year. Think that over, and then take into consideration the fact that it is a monopoly, too, that nobody is permitted to operate letter carrying systems in competition with your Uncle Sam.

We firmly believe, and people who have given the matter any thought will agree, that if the postal department was run by a corporation of level-headed business men, without being the football of politicians, it would be such a money maker you couldn't get stock in it for love or money. The government doesn't own its own postal cars, and the rent it pays for a car in just a few years would buy the car new—and cars are good for long years of service. It owns postoffice buildings in but few towns, renting the buildings in which the offices are located in thousands of towns. And in almost every case the rental cost of a postoffice is the highest in the town. Wouldn't it be a good investment for Uncle Sam to build his own postoffice buildings if it is a good investment for private individuals to build them and rent them to him?

Talk all you please about magazines and newspapers being carried so cheaply that the government loses money; it's bosh. Fact is the postal department, a business without a competitor, is so badly managed by the politicians of both parties that it has never been able to break even—and as long as it is run as it is now it never will. And yet it has been a political playing field for so long that it seems as foolish to talk about changing the system as it would be foolish to talk about relocating the moon.

THIS MAN KNOWS.

Charles E. Blackwell owns a store at Okanogan, Wash., a town of 1015 people, but he is declared to be the most successful merchant in the entire state. Recently he spoke at a convention in Seattle, and he proved that he practices what he preaches. He also gave out the secret of his wonderful business success in a way that every merchant in and around Bay St. Louis can appreciate and profit by. Here is his secret in his own words:

"There are many lines of publicity that the country store can use to advantage, but the one he can use to best advantage is his home-town paper. I venture to say that if the money spent each year for fancy calendars and other knock-knock giveaways were invested—I say invested, not spent or donated—in carefully-planned newspaper advertising, the actual net returns to the advertiser would be ten times as great, to say nothing of the advantage the small-town paper would derive from the additional and much-needed revenue. And we know that as a business builder it is without an equal in any town."

NEWSPAPERS BEST TO BUILD SAVINGS DEPOSITS.

How banks are selling their service by advertising was told to the Washington Ad Club at its luncheon at the City Club, Washington, D. C., recently, by R. E. Hetze, former president of the Advertising Club of Richmond. Newspaper advertising is probably the most effective means a bank can use to increase its deposits, he said.
"If banks are to educate the people to the necessity of opening savings accounts," the speaker continued, "they must come to the realization that ads in the papers are their most effective means of doing so. It is in this manner that the bank is able to bring its message to the person whom it desires to address."

Banks owned by the proletariat, home owners and men who earn wages, and run in their interest, are now springing up all over our country. Alabama, Arizona, Montana, Pennsylvania, New York, California, Indiana, Washington, Minnesota, Ohio and Michigan are among the scenes of such enterprises. This movement, to "abolish capitalism" by making it unanimous, is real and alive.

SUPERINTENDENT OF EDUCATION ADVISES DISCUSSION OF PAPER.

The following is a weekly news letter from the State Department of Education by W. F. Bond, superintendent:
Every teacher should use one period every two weeks for a general discussion in her room of one of the following topics:
(1) Why every county should have a real, live, wide-awake newspaper.
(2) News items that properly belong in a county paper.
(3) Editorials. What should the editor write about in order to help the people most?
(4) Advertisements—legal and business. Why do people advertise?
(5) Proceedings of board of supervisors. The questions of taxation, expense of running the county government, and so forth, should be discussed thoroughly.
(6) What use should our schools make of the paper?
(7) How our schools can help the editor make the paper mean more to the people generally.

The wise man must remember that while he is a descendant of the past, he is a parent of the future, and that his thoughts are as children born to him, which he may not carelessly let die.—Herbert Spencer.

You may retire into yourself and take your own measure of yourself to the satisfaction of yourself. But when you are done, it is the world's judgment of you which must be final and without appeal.—Howland.

AN EMBRYO CARUSO.

From San Francisco Chronicle. Angelo Raggin, erstwhile clerk and amateur pugilist, known in New York as the "East Side Caruso," is on his way to Italy to cultivate his voice, which recently was captivated by admiring friends at 400 shares of \$25 par value stock. Until recently Raggin was a clerk in the office of Mayor Hyland, of New York, and was wont to warble over his ledger, much to the joy and edification of his fellow workers. They were convinced that Angelo was destined to become a great singer. Angelo likewise was certain of this, but he didn't have the money to go back to Italy and study. Finally, a way of getting the money presented itself. His friends promoted a boxing contest. The embryo singer was knocked out and the loser's end of the purse proved inadequate to finance the trip to Italy. Thereupon the friends and acquaintances who believed in the future possibilities of his voice organized a stock company and sold shares on the stock exchange. Angelo sailed recently on the Conte Rosso. Art is long and life is short. Who knows what the future may hold for him? In any event, the friends who are backing him deserve commendation. Their action is proof of the all-too-general belief that the world is utterly selfish.

BROADCASTINGS.

Why is it that it's the easiest thing in the world to be optimistic when you're making money?
What has become of the old-fashioned man who used to think school teachers were overpaid when they got \$40 a month?

From what little we know of his story we can't believe that our grandfathers were running over to Europe every now and then to find out how to run this country, like some of our senators do.

Why is it that the fellow who knows he can fool him always gets humbugged worse than anybody else?

There's mighty little to be said for the girl who is so ignorant of housework she thinks a thimble is a shield for a sore thumb.

Blessed are the peace makers—even though it does seem like all of them are dead.

Let us all join in hoping that cheaper gasoline doesn't mean an increase in the number of funerals.

Wouldn't it be terrible if the women wanted new washing machines every time their husbands decided to trade in the old car for a new one?

We read where a scientist says lady mosquitoes do all the biting. Then she's no lady.

Things have changed a lot since Barnum's time. In his day only one sucker was born every minute.

One of the biggest mistakes the average man makes is believing that he can play truant from the school of experience.

Over in Mongolia they've just dug up an egg six inches long and said to be thousands of years old. Scientists appear able to dig up everything but pre-war prices.

Argentina is going to raise more cotton next year. That's fine news for the boll weevil that likes to travel.

We've still got a few old-fashioned men in this country. We see where one was arrested near Buffalo, N. Y., for stealing a horse.

The law of supply and demand doesn't always work out. Look how many reformers we have and how little reform.

Since the coal investigation it has gone to \$15 a ton in some cities. Isn't it about time we quit "investigating"?

Forgiven This Time.
Mother—Now, Violet, can you give me any reason why I should not give you for being naughty?
Violet—Yes, ma. Doctor said you wouldn't take any violent exercise.—Toronto Telegram.

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COLUMN DE BULL.

Athletic and Other Comment

By FULLER BULL, of Bay St. Louis.

Tally One.
After getting a bad start in the pig-skin race, by dropping one and tying the other game, the Rock-a-Chaws got going last Sunday when they met the Pascagoula Vocational team of gridiron warriors out at the St. Stan play grounds by putting over a 37 to 0 victory.

The sticky Rock-a-Chaws played a bang up game thru the four spasms and at no time did it look anything like a score for the Veterans. The team was composed principally of a certain personage. Moulton by name and 13 by number; this guy, who had played with the Auburn Plainsmen in the days ago, had the real earmarks of a grid warrior, and the lads from the House O'Brains are lucky that there wasn't a few more like him on the team to buck against; this gent was the whole lot—cheese-box, cloth and all; when a Rock was tackled hard, it was 13 who was there; when a dash thru tackle was in order, it was he who dashed; when the pass was made it was Old Friday that tried, even though it failed. When it comes time to hand out the beautiful bouquet, please pass it to Mr. Moulton—as game and hard-fighting a warrior as ever fell before the Red and Black.

The Vets got the North goal and kicked off; the north wind was at their backs and with that help Moulton's kick went clean, the Rock-a-Chaws goal post; it looked for a breath that it was going between the posts for a count. Placing the ball on the 20-yd. line the Rock-a-Chaws started their march northward with Gossen at the 10 yds., followed by Gex with an snap on for 20 more; and a pass that Schiro got for 25 yds. more—Want taking it over when near the goal of the enemy.

The visitors were a set of husky lads, but the fine points of the game were lacking and the Rock-a-Chaws did almost as they pleased, proving that the expert training a lad gets in the stut that makes the scores. Beef lads before science at all times, and a perfectly balanced eleven, working in unison, is a formidable machine, hard to conquer.

The Rock-a-Chaws are getting together, and long before this season is over they will give a good account of themselves. They have a couple of hard games to play yet and their team work will show up to better advantage.

With the second period, the wind was in local favor and a long pass to big Zeke Bonura took the ball to the Vets 1-yd. line, then Gex carried it over, making the touchdown in just two minutes after the beginning of the second quarter.

So it went with brilliant end runs, spunky line bucks and thru tackle plays, almost at will. Six touchdowns, and but one successful extra point.

The best run of the day was when Moulton punted from his 20-yd. line—a beautiful punt that went sailing close to the Rocks' goal—Walt received and started down the line with it and was only overtaken when he was about the Vets' 25-yd. line—and then it was Mr. 13 that caught the wiry Walter, just in the nick of time to stop a brilliant touchdown.

Every Rock-a-Chaw had his stick-ers on, and was in the game to his nick, playing stellar ball. But, did you cast an eye over at that lil devil, Cleveland, when he was tackling? O. George! There's no much heart to lil Geo., but you must also remember that a wasp ain't very heavy either—but, well, you've been there, haven't you?

When it comes to a matter of speed required, just let us know and we'll sic Zeke Crestfield to am, and tell them that we don't miss Fruge either.

If we were scribing a Biog. of the Rocks, we'd finish with each one in the same per cent class according to his position—and we'd hand Tony Schiro an extra measure for that fighting face that he takes with him.

The Hon. "Goat" Hale, butted in our midst for the game, and the powers put him to work as Head Linesman. The famous line buckler held the job well, and at the same time held his eye on every play the Rock-a-Chaws pulled off; so soon as we will be heading his Poplarville Aggies here for the combat and will need all he has learned.

Real Pop.
Didn't it your old heart good to listen to that bunch of red blooded rooters that Nicky Pettitjean and Rabbit Lanza were leading over on the West Side? Well, I'll say it sounded like the stuff you read about. Those lads were on the job from whistle to whistle and not only entertained the crowd, but did what they started out to do; put the fire of fight in the home team. Their new Rabs were good and so were the tungs.

We made some inquiries and was info'd that a resolution was drafted at the College, something on this order: That, Whereas we want to win our games and to do so must back our team; therefore, Be it resolved that rooting, yelling, singing, hooting and making a real college noise will henceforth be the main ingredient in the S. S. C. menu.

A couple of hundred are there to back up the resolution, and the main ingredient will not be found wanting any more.

New songs and parodies for every game will put life in even a dead one.

Nick and Jimmy are working hard, new recruits are coming, right along and the finished product is only a matter of a short time.

Dead Bull—Dead Bear.
History will now get busy, please this first lesson treats on the fall of the Animals. Cedar Pt. series. Once here was the Great Bull, who bowed the Earth and hooked the Bush, and belloved his challenge down the breeze, that those who dared might feel his fury. And there also was the Great Bear who carried a K. O. in each mitt and roamed the wilds for a chance to exercise his might.

These two Great ones met. They met on the diamond, they fought out the fury of their souls. Some day the gore of the Bull would darken the verdant coat of nature, and another day the corpulence of the Bear would mingle with the microbes of the sod. Bye-bye to all.

Last Sunday these two Great Ones met for the last time on their old battle grounds; their fury went its

All dining cars operate at a loss for your comfort

The next time you order a meal in any dining car, look carefully over the prices and compare them with what you would have to pay for the same meal in any first-class restaurant. Item for item, you will find that dining car prices are as low as, or lower than, you would pay for the same quality of food and service elsewhere.

In this connection it is interesting to know that no railroad derives sufficient revenue out of its dining cars to meet the cost of their operation. The average revenue per meal on the Louisville & Nashville Railroad, for the year 1922, was \$1.15; whereas, the average cost per meal, including provisions, pay roll, linen, china, glassware, silver, fuel, laundry, accommodations for crew, repairs and smaller items such as printing, cleaning, lighting, etc., totaled \$1.59 or 44c more per meal than the revenue derived.

All American railroads conduct their dining car services for your convenience and comfort entirely in order that you may save time in travel and be afforded every accommodation while en route.

The Louisville & Nashville Railroad has earned a reputation for the superiority of its dining car service, and the fairness of its prices.

Fact No. 16

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PHONE 28.

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way till the fourth inning, when a foreign animal, called the Umpire, called Foul on the Bulls—the bovine declared war and chased the Umps. They chose a Choina Ump and it wasn't long before the new guy got in bad, and set the war to going again.

That settled it, busted it, forever and aye.

And now we come to the passing of Uncle John's memory. The picture of that husky twirler, Kid Conrad, alongside of Smokeball Claib, will hang on the walls for the coming generations of sports to see. The trusty, but busted, bat of the Tarzan will grace the kitchen shelf, and Sweet Papa's grandchildren will relate how he pegged 'em at second. The old residents of Bayou Gallere will tell folks as how once they saw a ball going towards Dillville for a homer.

The Bulls and the Bears are dead. Long live the Bulls and the Bears!

Minister—Do you take this man for better or for worse?
Dusky Bride—No, sah; I takes him for he is. If he gets any bettah he'll die; if he gets any wuss, ah'll kill him maise'f.—The Station Agent.

A bone in the back is worth two in the head.—Exchange.

CORNERSTONE LAID AT GULFPORT CHURCH.

A large gathering of Catholics were present at the cornerstone laying of St. John the Evangelist church at Gulfport Sunday, a modern brick structure, which will be used by the Catholic congregation of Gulfport when completed.

O. J. Dedaux was master of ceremonies and Bishop John E. Gunn, of the diocese of Natchez, delivered a stirring address from the subject, "What Is the Catholic Church?"

Mayor Haydon and others also delivered addresses and members of various councils of Knights of Columbus participated in a parade and the ceremonies. Rev. Father Hubert A. Spengler is pastor in charge of the Gulfport parish.

Bay St. Louis was represented by Rev. J. A. Gmelch, pastor of Our Lady of the Gulf Church, and Rev. J. McElde assistant.

United States District Judge John E. Sater in a recent decision, "Discrimination against our public utilities in the matter of taxes—making them bear an unequal portion of State or county taxes—hits the people, for higher taxes for the utilities mean higher rates for their service."

CITY ECHOES.

—All aboard for next Saturday afternoon's special train to Gulfport. Witness the football game or visit the Gulf Coast at minimum cost.

—John Osoinich, owner of the Bay Mercantile Department Store, is up and out again, after a light illness compelling him to remain at home part of the week.

—Mr. and Mrs. John A. Wogan came out from New Orleans Sunday on a visit to their daughter, Mrs. Starlinger, at the family home in Third street near St. Charles.

—Mr. W. A. McDonald recently returned from quite an extensive trip to North Mississippi, and on his return home spent a while at Charleston where he visited his daughter and her family.

—Mrs. E. J. DeBuc and daughters went down to New Orleans last evening to spend the week-end with relatives and to be present with a sister who is to undergo a surgical operation today.

—Mr. Eddie Adams, popular young man of New Orleans, came out during the week to spend a few days with Bay St. Louis friends and relatives, and is visiting at the home of his aunt, Mrs. H. F. Mattox, in State street.

—Many of our local readers will take advantage of next Saturday's S. S. C. special train to Gulfport Military Academy, to witness the annual football game. Round trip fare \$1.00. Others besides football fans will go for the trip.

—Mrs. Anastasia Cuevas, wife of D. Peterson, aged 55 years, and a native of Fenton, died at the family home at Kiln, Sunday last, October 21st. The funeral took place Monday afternoon, interment at Fenton. She is survived by her husband and eight children.

—Dr. Clarence Rush, resident of Vaughan, Miss., and former Bay St. Louis resident, was a welcome visitor to local friends yesterday, guest of Mr. Clarence Roland, in Second street. He was called to Mississippi City by the illness of his mother, whose condition is reported better.

—Mrs. Lena D. Fahey has sold her lot in Carroll avenue, adjoining the Fortier property, to Mrs. Victor S. Cuevas of Fenton, for a consideration of \$1,000.00. It is intended to build a dwelling thereon in the immediate future, a home of the better kind, says Mr. Cuevas.

—A telephone message from Hattiesburg yesterday announced the birth of Mrs. DeBuc's second child, a son, to Mr. and Mrs. DeBuc, formerly of Bay St. Louis, and that both mother and child were doing well at the South Mississippi Infirmary. Mr. Ladner is a son of Mr. and Mrs. Alcide Ladner, residing in Keller avenue.

—R. N. Blaise, proprietor of the Bay Sea Food Company, owning the long pier at the head of Washington street, has repaired all damages to the structure and has resumed business. Mr. Blaise lost no time in getting in shape again and resuming business.

—Work of erecting the gospel tent for Howard Williams, layman evangelist, has started and every arrangement will have been completed for Wednesday night when the series of services will begin. The tent will be spread on the de Montluzin front street lot, between Tulane Hotel and The Echo Bldg.

—Mr. and Mrs. Earl Rohrer have moved into their handsome new two-story colonial home, in Ulman avenue, near Second street, one of the most attractive dwellings in the city and an acquisition to the Ulman avenue neighborhood of that section. Mr. Rohrer is to be complimented on his success in building so convenient and beautiful a dwelling.

—Mr. Jno. M. Prendergast, formerly of Bay St. Louis, but now of Vicksburg, has been selected to deliver the dedicatory address in New Orleans next Thursday at the dedication of the Church of St. Anthony, in Canal street, one of the new and handsome churches of that city. Mr. Prendergast has been honored and will do ample justice to the occasion.

—Eaton J. Bowers, Jr., and family, who have been residing in Gulfport, making their future home in New Orleans, where he has secured a responsible position, according to the Gulfport Herald. Young Bowers engaged in the practice of law, had built up quite a clientele, but larger city offers more opportunity.

—Directors of the Merchants Bank and Trust Company will assemble Monday night at the Peacock Tea Room in banquet entertainment to celebrate the 20th anniversary of that institution. Mrs. W. L. Bourgeois, hostess of the Tea Room, has arranged for a menu that fore-shadows the approach of Thanksgiving.

—A movement is on foot for a return meet in the boxing ring at the local army between Young Gammon, the Kiln Kangaroo, and Sailor Johnson, of New Orleans, along with other numbers on an attractive card. Local fans are anxious to see a return bout between the two men, particularly Johnson's admirers, who are considerable in this city. Due notice of the meet will be given.

—Friends of George R. Rea, and they are legion, will learn with interest of the improved condition of his ailment. Some six weeks since he was stricken with an ailment of the interior of the ear, and it was thought at one time a dangerous operation would be resorted to, but it has yielded to the treatment of a specialist, at Gulfport, to which city he has been a frequent visitor.

—Next Saturday will witness many Bay St. Louisians off for Gulfport. No one who can conveniently get away will miss the trip on St. Stanislaus College's special train to Gulfport and back. It will be quite an excursion, and many private parties will be formed. The success of this venture will depend on Bay St. Louis. Such enterprise ought to be encouraged, and we are certain it will.

—There will be a regular meeting of the Central School Literary Society next Friday afternoon at 2:30 o'clock, in charge of the pupils of Mrs. Sylvester's room. Following the literary program there will be a regular meeting of the Parent-Teachers Association. The subject of the meeting for the library will be one of main discussion and for consideration. It will identify you to be present.

—Mr. and Mrs. John N. Stewart and family closed their beach home, "Solomon," for the winter and returned today to New Orleans, where they will reopen their former Napoleon avenue. Miss Edna Stewart will be one of the debutantes of the gay season in the Crescent City, and surely will be one of the popular and most noted of young social leaders.

—Mrs. R. de Montluzin has returned from New Orleans where she spent the last part of the week, visiting friends and relatives.

—Mrs. Ernest W. Dr. Kett and daughter have gone to Morgan City, La., where they will spend a while visiting relatives, to return in indefinitely.

—Misses Carrie and Irving Lorch returned to New Orleans Thursday and will remain for the winter, Mr. and Mrs. Lorch following them with in the next few days. The Misses Lorch were members of a theatre party in New Orleans last evening.

—Mr. Joseph Muller, who with Mrs. Muller and their relative, Mr. J. Coig, are spending the fall season at their charming home out Citizen street, has been spending part of the week in New Orleans on business, returning home Wednesday night.

—Mrs. (Dr.) A. P. Smith and Misses Juanita Gelpi and Aline Rensen left yesterday by motor for Sumrall, Miss., where they will remain a week visiting Mrs. Smith's sister, Mrs. Eaton. The trip is one of pleasure and the party left anticipating a most delightful time.

—Mrs. J. C. Davis, of Leland, Ill.; Frank Munton, of West Virginia; James Munton, Jr., of Chicago, and Mr. Ernest Munton, of San Francisco, Cal., were called here during the last few days by the illness and subsequent death of their mother, Mrs. James Munton, who passed away at the family home near Bay Monday morning.

—Mr. R. de Montluzin, while out hunting during the early part of the week had the misfortune to sprain his foot, which occurred in his attempt to jump a fence in order to avoid stepping on a reptile. He was laid up at home as a result and unable to attend to business. We are glad to learn of his improvement.

—Mr. and Mrs. Sidney Prague came out from New Orleans Wednesday and were welcome week-end visitors at the home of their relatives, Mrs. L. M. Gex and Miss Gex and Mr. and Mrs. R. L. Genin, on the beach front. Mr. Prague reports a successful pictorial expedition during his stay here, planned and executed by R. L. Genin, local Isaac Walton.

—Mr. Sam Piazza and Miss Mildred Murtagh, both of Bay St. Louis, were quietly married Sunday morning, 11 o'clock, at the Church of Our Lady of the Gulf, Rev. Father A. J. Gmelch officiating, the wedding a quiet one. Mr. and Mrs. Piazza left the same afternoon for a short stay in New Orleans. They will reside with Mr. Piazza's parents, in Citizens street. The bride is a daughter of the late Mr. and Mrs. Robert Murtagh, the latter a city official and well known, while the groom is an exemplary young man and successful in local business pursuits. They have many friends who wish them happiness and success in their new life.

—Messrs. R. and A. J. de Montluzin have generously donated the use of their land on Front street to the Howard Williams' organization for the spreading of the big 4-note tent, to be used next week for the gospel tent. The tent will hold fifteen hundred people and it is safe to say it will accommodate many during Mr. Williams' revival. He has just completed a successful meeting at McHenry. Tomorrow he speaks at Hattiesburg and is expected to reach Bay St. Louis Monday night or Tuesday morning.

—Leo W. Seal, urbane and successful cashier of the Hancock County Bank, was the recipient of congratulations and best wishes Thursday on the occasion of his birthday. A few of his closest friends dropped in at the home during the evening and assisted in informal celebration. Notwithstanding numerous birthdays, Mr. Seal is yet quite a young man and it is noteworthy that one so early in life has met with such business success. He is aggressive and pains-taking and his motto seemingly is "Business First." The Echo hopes this active and successful citizen will see many recurring events.

—"You Can't Fool Your Wife" by going to A. & G. Theatre next Tuesday night without taking wife along. But you will enjoy the production, according to expressions of those who have seen the picture. An elaborate and luxurious production—a big and vital theme, and a cast of stars. A story of American life that thrills from start to finish. One of the season's finest pictures. You can't afford to miss it. "You Can't Fool Your Wife" features Leatrice Joy, Nita Naldi, Lewis Stone and Pauline Garon. It's a Paramount.

—Mrs. J. O. Gilbert, a firm believer in Bay St. Louis realty and the success of the immediate future of the city, in addition to other holdings, has two dwellings in course of construction. In Third, near St. Charles street, which will be offered for rent with such business success. A story of American life that thrills from start to finish. One of the season's finest pictures. You can't afford to miss it. "You Can't Fool Your Wife" features Leatrice Joy, Nita Naldi, Lewis Stone and Pauline Garon. It's a Paramount.

—Mayor R. W. Webb has returned from a business trip to Ponchatoula and Hammond, La., spending the greater part of the time at the former city, where he was the personal and official guest of Mayor Haight. Mr. Webb was impressed with the progressiveness and prosperity of so small a place as Ponchatoula, with its tower system of waterworks and new \$100,000.00 public school building. He returned home yesterday.

—Mr. H. G. Horlock, former resident of Bay St. Louis and Waveland, was a visitor to this city yesterday in the interest of the Gulfport Candy Company, which he owns and reports quite successful. Mr. Horlock has sold his business in Nicholson avenue, Waveland, and with his family, is making his home in Gulfport. He recently relinquished active interest in the Gulfport Willow and Woodware Company, of which he was one of the original organizers.

—Ladies of the Catholic Neighborhood Club No. 1 held their food and apron sale Thursday afternoon in the Battistella building, on the beach front, and at this writing the handsome sum of \$90.00 has been realized. The ladies in charge have a number of aprons remaining on hand and to be disposed of privately. The club is engaged in splendid work and the funds will be used to advantage.

—J. S. LeBlanc, the grocer occupying the Benigno store building, in Railroad avenue, near the "Devil's Blow," has purchased from Andrew Menier, the "Menier" Englewood building, and is moving his place of business thereto and will add a gasoline filling station to his business. Mr. LeBlanc believes in expansion and is practicing it in a business way.

ALL SAINTS' DAY NEXT THURSDAY.

—All Saints' Day will occur next Thursday, November 1st. The custom of decorating the graves of our departed ones and paying respects in special manner to the memory of the saints gone before is a beautiful and fitting tribute. Already in both cemeteries, "Cedar Rest" and "St. Mary's," the grounds and individual graves have been attended to and on Thursday next flowers will mutely and lovingly testify to our esteem for our departed ones.

—There will be special religious ceremonies at both cemeteries. Rev. Father Gmelch, pastor of the Church of Our Lady of the Gulf, will bless the graves at Cedar Rest Cemetery at 2:30 in the afternoon, and at St. Mary's Cemetery he will conduct a special ceremony at 4:30 o'clock. The public is invited to attend.

CITY BUILDS NEW AND BETTER BRIDGE.

—To replace the bridge washed away by high water and force of the wind of last week's storm on the front road, crossing the swamp at the Peerless Company property, the city administration completed building a better bridge at that point this week. The new structure is not only better built but is higher above the rise of the tide.

—We feel very sure that the coming to Bay St. Louis of Mr. Howard S. Williams, layman evangelist, will be productive of great good to all Bay St. Louisians. He is a man of hearty response from all the citizens of our town. In his meetings at Hattiesburg and Wiggins, his large tent was crowded at every service. Notices of the time and place will be posted all over the streets. He is a prominent citizen of our State, a man of great ability, and every one who hears him speak is charmed by his personality and strongly stirred to a better and nobler life. Shall we not give him a hearty and friendly support and see that he has overflowing audiences at every service.

—The death of Thomas Walters, native and former resident of Bay St. Louis, is noted, the sad event occurring at the family home, 925 St. Andrew street, New Orleans, last Saturday. He was a son of the late Theodore Walters, whose passing away was noted during the summer. He is survived by his widow and children. He was 53 years of age and had been a resident of New Orleans for the past twenty years. He was a recent visitor to Bay St. Louis. The very personification of health. The announcement of the passing away of this sterling Bay St. Louis "boy" was received with profound sorrow.

—Mr. George J. Toca, the genial and wide-awake secretary of the Bay Waveland Club reported that in these columns last week as a result of an automobile accident in New Orleans, has improved to such an extent that he is able to be up and out again, as active and successful as usual. He is now back "doing business as usual." Secretary Toca anticipates a large attendance this evening at the club's Halloween party.

—Mrs. R. R. Perkins, accompanied by her daughters, Misses Mary, Gertrude and Ruth, returned yesterday from Jackson, Miss., where they attended the State Fair and on Saturday last witnessed the annual football game between Ole Miss and A. & M., the latter upon which team Mr. Grady Perkins, Tuesday night, winning. They report the trip made in the family car was a most delightful one and they enjoyed their stay in the Capital City immensely.

—Mr. and Mrs. Adam Lorch, Sr., and Mr. and Mrs. Ernest J. Leonard spent Tuesday night in New Orleans, attending a play at the Petit Theatre, witnessing a performance in which Mr. Adam Lorch, Jr. played one of the leading roles. The New Orleans press spoke in high praise of young Lorch's portrayal of the part he essayed. The performance at Le Petit Theatre are for one week—once a month, each time a new play, and performed by an organization of people prominent in life in social circles.

—Mr. A. S. Spence and son, Mr. Albion Spence, came out from New Orleans a few days ago to view the damage wrought by the storm to their summer home in Waveland. It is needless to say the damage is considerable. A sea wall on the Bay St. Louis side seems the only salvation for the Bay's twin city.

YES! WE HAVE THE GENUINE

Ford BATTERIES
ONLY \$18.00 NOW.
EDWARDS BROS.,
Bay St. Louis, Miss.

CASTORIA

For Infants and Children
In Use For Over 30 Years
Always bears the Signature of *Dr. J. C. Williams*

PEDRO BOUDIN,
Contractor and Builder.
House Moving and Wharf Building a Specialty.
Estimates Cheerfully Furnished.
Telephone 58. Bay St. Louis, Miss.

WANTED

Captain and Crews for Oyster Dredging Schooners and Families to shuck steamed oysters.

E. C. JOULLIAN PKG. CO.
Lakeshore, Miss.

S. S. C. SPECIAL TRAIN TO GULFPORT NEXT SATURDAY.

Local College Faculty Charters Special Train to Order Bay St. Louisians May Witness Gulf Coast College Football Game Conveniently.

Leaving Bay St. Louis depot next Saturday afternoon, November 3rd, possibly at 1 o'clock or later, the expected to be announced tomorrow, a special train will leave for Gulf Coast Military College, five miles beyond Gulfport. This train has been chartered by the faculty of St. Stanislaus College and will run as through special, stopping at the gates of G. M. A.

The occasion is to witness the annual football game between the local Rock-a-Chaws and Gulf Coast, an outstanding event every year in athletics. In order to make it more convenient for Bay St. Louis people the idea of this special train to travel to Gulfport railroad fare 56 cents, then by trolley five miles to Gulf Coast Military, at additional fare. However, on the special train there will be no change of cars and the aggregate cost will be cheaper, namely, \$1.00.

Immediately after the game, train will start on return trip to Bay St. Louis, returning home at the earliest possible moment after the contest. There will be no late "No. 1" to wait for no delay, no change of trains. One dollar will pay for the round trip.

As an earnest of appreciation of the Brothers' effort to supply this accommodation, there ought to be a large attendance besides the game will be one well worth witnessing. The running of this train will be at no financial profit to the College, only a minimum amount must be guaranteed.

All aboard for G. M. C. next Saturday!

CARD OF THANKS.

Deeply appreciative of the sympathy and attention shown us in the time of our profound sorrow, preceding the illness and following the death of our mother, we wish to voice our thanks to one and all for their thoughtfulness and consideration. Our friends and acquaintances were truly generous.

We also appreciate the thought and sentiment accompanying the wealth of beautiful flowers sent; the spiritual ministrations of Rev. H. Perry, pastor of Christ Episcopal Church, who officiated at the church and at the grave, and to all who were with us in the time of our sorrow.

JAMES MURTON, JR., AND FAMILY.

TO MAKE HOME IN BAY ST. LOUIS.

Mr. H. U. Canty, of Biloxi, was in Pascagoula this week making his last call on Pascagoula and Moss Point business men as a salesman for the Morris Packing Company. He has severed connections with that concern, and on November 1 will move with his family to Bay St. Louis, where he has signed an agency with the Standard Oil Company as distributor of their products. Mr. Canty's change is in the nature of a promotion and will be a great benefit to the town. Mr. Canty plans to reside in Carroll avenue.

A. & G. THEATRE PROGRAM.

Attractions Coming For Next Week.

MONDAY, OCTOBER 29:
Glen Hunter in "The Second Fiddle," and comedy.

TUESDAY, OCTOBER 30:
Nita Naldi, Leatrice Joy and Lewis Stone in "You Can't Fool Your Wife," and Fox News.

WEDNESDAY, OCTOBER 31:
Tom Mix in "Catch My Smoke," and comedy.

THURSDAY, NOVEMBER 1:
"The Dangerous Age," a Geo. M. Stahl production, and Fox News.

FRIDAY, NOVEMBER 2:
Mary Alden and Cullen Landis in "The Man With Two Mothers" and "Fighting Blood."

SATURDAY, NOVEMBER 3:
Jack Mix in "Nobody's Money," and comedy.

DR. J. H. SPENCE,
Dentist.
Gex Bldg. Phone 138.
Hours 10 A. M. to 4 P. M.
Mondays, Wednesdays and Fridays.
All Work Guaranteed.

KENWOOD DAIRY
SWEET MILK
CREAM CHEESE
PURE CREAM
Families Supplied.
MRS. G. E. MADER.
Phone 347.

JUDGE BELL MAY RUN FOR EX-SOLDIERS.

Judge Percy Bell, of Greenville, will probably be a candidate for congress in the Third District to succeed the late Benjamin Humphreys, whose sudden death occurred last week.

No formal announcement of this effect has been made, nor is it expected until the latter part of next week, but it is known that the friends of Judge Bell throughout the district and State will earnestly urge him to make the race.

JACKSON TO PROVIDE FARMS FOR EX-SOLDIERS.

Jackson, Miss., Oct. 24.—The soldier colony committee has called a here to take up plans for building farm homes for five ex-soldier farmers who arrived to found a colony near here.

DON'T WAIT TILL YOU'RE DOWN SICK

THE minute you feel a little under the weather, get a bottle of Gude's Pepto-Mangan. Don't wait till you're down sick. Take Gude's as a preventive of illness—it will enrich your blood, and build up your energy. Your drug-gist has it, in both liquid and tablets. Free Trial Tablets. To see for yourself value of Gude's Pepto-Mangan, write for generous Trial Package of Tablets. Send no money—just a few lines to Geo. R. Rea, M. J. Breitenbach Co., 53 Warren St., N. Y.

Gude's Pepto-Mangan

Tonic and Blood Enricher

CLASSIFIED ADVERTISEMENTS.

Advertisements under this head inserted at the rate of 6 cents per line, per insertion; count 7 words to line. No advertisement inserted for less than 30 cents, minimum charge.

FOR SALE OR RENT.

Three (3) nice homes on the beach front; all modern conveniences; one large garage and gas cooking; large store on the beach front, located in the business district; and a number of lots in new residential section. All situated in Bay St. Louis. Apply to A. Battistella, telephone 266, postoffice box 5, Bay St. Louis, Miss. 10.5-3wks

FOR SALE.

One Dodge runabout, good condition. Apply Dr. C. H. Horton, Bay St. Louis.

SALESMAN WANTED.

Wanted—Salesman to sell fruits, produce and vegetables to retail grocers, markets, hotels, restaurants and general stores. Main Commission basis. Castiglioni Produce Co., Inc., P. O. Box 388, New Orleans, La. 9-22-31

FOR SALE.

Strawberry plants, \$3.00 per 1000, at Bill Morille Farm, Bay-Kiln Road. 9-22-31

Do you know pine seed are worth money.

I will give \$2.00 a pound for yellow pine seed. I will give \$1.50 a pound for loblolly and long leaf pine seed. For particulars see me. **ROLAND WESTON.**

FORD SEDANS FOR SALE!

Two 2-door Ford sedans, in first class mechanical condition; one newly painted; other good as new. Both bargains. **Edward Bros.**

FOR RENT

Lapeyre Cottage—on Beach.

E. E. Lucas, Agt.

"FOR YOUR TOES WOES"

Not these
—but
this for
COMFORT

Thousands of Women Now Know Foot Comfort

EVERYWHERE you go, from Maine to California, women are discovering that it is possible to buy good looking shoes that are really comfortable. Ye Old Time Comfort Shoes support the feet so that weight is properly distributed. There is one chief reason for their comfort—they are made over scientifically designed lasts and from correct fitting patterns by men who have specialized for the last twenty years in making comfort shoes for women. Comfort is built into this shoe. Made in black and brown kid skin a number of good looking models. Buy a pair of Ye Old Time Comfort Shoes and learn for the first time how many happy moments real foot comfort can bring you. Ask us to show you a pair today.

Boston Shoe Store

Ye Old Time COMFORT SHOES

"Always Broken In—Never Broken Out"

Prices: \$2.75 to 4.00.

NOTICE. SALE OF CONTRACT FOR TRANSPORTATION.

Bay St. Louis, Miss., October 5, 1923. This is to certify that on October 27th, 1923, the County Superintendent of Education of Hancock County will receive sealed bids at the Courthouse, at 11:00 o'clock A. M. for the letting of contracts for the transportation of all children north of Pearl River, Mississippi, to the school at Savannah, Mississippi, and all children east of the school at Savannah, Mississippi, to the school at Bay St. Louis, Mississippi. Successful bidder will furnish comfortable and convenient vehicle that is acceptable to the County Superintendent of Education, and will furnish the same for one hundred and fifty (\$150.00) dollars for the faithful performance of their contract. (Signed) T. S. KELLAR, Co. Sup't. of Education. Bay St. Louis, Miss., October 5, 1923.

INSURANCE



Let Us attend to Yours.

What a dismal feeling it must be to see your property destroyed by fire if it is not insured.

Is your property insured?

If not, come in and let us insure it for you. We are agents for strong, reliable Insurance Companies, and insurance is great protection for a small sum.

We will welcome you.

GEO. R. REA, Agent

Merchants Bank & Trust

Company.

WE'RE READY

WINTER IS HERE!

Ready to fix you up for cooler weather than the clothes you now have were intended for.

READY WITH HEAVIER UNDERGARMENTS,

READY WITH HEAVIER SUITS AND

OVERCOATS AND A HEAVIER SHOE!

THROW AWAY THE STRAW

YOU'LL LOOK BETTER AND FEEL BETTER IN ONE OF OUR FALL AND WINTER STYLES—OR, IF YOU PREFER A CAP, WE'RE READY TO FIT YOU OUT TO YOUR LIKING.

DON'T WAIT!

You can't make anything by waiting—and the longer you wait the less chance you have of getting pick of the stock—the most reasonable priced stock of Fall and Winter Furnishings ever offered the citizens of this community.

JOS. O. MAUFFRAY.

LATITE

Cool as Forest under a Genasco Roof

GENASCO LATITE SHINGLES shed heat—turn back the blazing rays of the sun like the leaves of a forest. There's no absorbing of heat—no super-heating of interior walls and furnishings. Think what this means! Comfortable sleeping rooms right under your roof—a cooler, more comfortable house in summer from roof to cellar.

GENASCO LATITE SHINGLES are non-conductive of both heat and cold. They're made with Trinidad Lake Asphalt Cement—a product of great insulating as well as water-proofing properties.

GENASCO LATITE SHINGLES have other remarkable features: The sun can't curl them—frost can't pry them apart—hurricane winds can't tear them off. They are beautiful, long-lasting and FIRE-SAFE.

Summer's here—but after it comes WINTER. Why not put on a roofing that weathers ALL weather—that will keep your home as dry, safe and comfortable in January as in July? Insist on GENASCO LATITE.

New York Chicago Pittsburgh

THE BARBER ASPHALT COMPANY,

PHILADELPHIA.

GENASCO LATITE SHINGLES ARE LOCKED ON YOUR ROOF—MADE IN THREE NATURAL UNFADING COLORS—RED, GREEN AND BLUE-BLACK.

PEDRO BOUDIN,

Third Street. Telephone 58.

AT YOUR SERVICE

No need to worry any longer about repairs